



Career Newsletter Summer 2009



"If you are prepared, you will be confident, and will do the job."

Tom Landry, former coach of the Dallas Cowboys

"The will to win is important, but the will to prepare is vital."

Joe Paterno, Penn State football coach

Prepare Your Elevator Speech

It's often termed the "Elevator Speech." It is a short, customized talk that outlines a project, purpose or goal. When you are seeking employment, it is a brief description of your abilities and talents and how you would benefit a company. As a job seeker, it is always important to have an "Elevator Speech" prepared and ready to deliver. Get started with these guidelines:

Length: Your speech should be a maximum of 150 words. This is short enough so that you can memorize the speech, but long enough to convey the right information. Write out your speech to see that it meets this guideline.

Subject: Address these three key points: why you are looking for a job, what type of job you are looking for and why you would be successful at it. Be ready to modify the presentation slightly to fit the needs of individual situations. Remember to focus on the results of what you do rather than how you do it. Potential employers are initially interested in what you can accomplish rather than how you get it done.

Delivery: Be enthusiastic! Let your voice convey confidence and energy. You want to be convincing, intelligent and engaging. Don't communicate doubt or negativity. Instead, use words that show positive accomplishment: I will, I can, I do.

Practice: Try out your speech before a few good friends. Request feedback and evaluate their responses. Ask them to summarize what you've said to confirm that you have delivered the right message.

Example: The following is an example of an effective "Elevator Speech:"

Hi, my name is Julie Johnson. I got your name from a mutual acquaintance, Bill Smith at Gill Electronics Corp. My background is in structural engineering. I most recently worked as a project manager for a national firm. I'm interested in opportunities for onsite job supervision, budgeting, scheduling, and financial

management of projects over \$50 Million. My last project involved a budget of \$20 million and was completed on time and under budget. Would you have time this week to speak with me more about opportunities with your firm?

Don't Say This! Interview Bloopers

(from MSN Career Builder Website)

"So, how much do they pay you for doing these interviews?" - *Jodi R.R. Smith, Mannersmith Etiquette Consulting*

Why did you leave your last job?

"I have a problem with authority." - *Carrie Rocha, chief operating officer, HousingLink*

Do you have any questions?

"Cross-dressing isn't a problem is it?" - *Barry Maher, Barry Maher & Associates*

Why are you looking for a job?

"My parents told me I need to get a job so that is why I'm here." - *McGowan*

What are your weaknesses?

"I get angry easily and I went to jail for domestic violence. But I won't get mad at you." - *Pechstein*

KathrynMarch.com/resources recommends the following websites for information about working for the US Federal government:

www.usajobs.gov www.bls.gov www.fbijobs.gov
www.dol.gov www.cia.gov

For more information on Career Advisement visit www.kathrynmarch.com.

